



Port Hueneme

## ASSISTANCE FOR SMALL BUSINESS

# Tips on North American Industry Classification System (NAICS) Codes

Both the Navy's technical codes' acquisition planners and the contract office buyers and contract specialists conduct market research using a variety of tools, but the principal method used is searching the internet by key words and/or North American Industry Classification System (NAICS) Code using the Central Contractor Registration (CCR) web page. For this reason, when dealing with Government agencies, it is very important to have all of your NAICS codes correctly listed on your CCR web page, on all of your published materials, business cards, and hand-outs, and on your company web page. No NAICS code on the CCR page may mean no "hits" (no telephone or email contact when using the "oral solicitation" method) or give the appearance to government buyers of no capability for that particular product line, resulting in lost business. You might miss an opportunity to submit a quote.

Many products and services are very finely classified by the NAICS code system. A different NAICS code might be used if a product is electrical versus electronic. A different NAICS code might be used if a product is a CRT type versus a liquid crystal type, yet the two items are both monitors. For instance, is it an electronic connector cable, or electrical connector cable, or is it a mechanical connector cable? It could make a big difference and require you to have two or three NAICS codes to cover your cabling product line. Is it a bare printed circuit assembly board or card, or is it a loaded one? That will dictate which NAICS code to claim on your CCR page, or could lead you to enter both if you handle both.

Some companies have a differently formatted set of published materials just for use with government personnel, to present at conferences and expos, or to email as attachments.

Your company's NAICS codes should be among the very first things that a Government acquisition planner/technical requirements writer or a buyer sees when looking over your published materials. It is recommended that your company's NAICS codes be located at or

near the top of your document and on the first page. If the list of NAICS codes won't fit on the front of the business card, then longer lists of NAICS codes can be listed on the back of your business card.

Make sure your NAICS codes are accurate and place the short definition of the NAICS code(s) – copied from your CCR web page – right next to the NAICS code so that buyers instantly understand what you provide.

Central Contractor Registration (CCR) <http://www.ccr.gov/>

North American Industry Classification System (NAICS)  
<http://www.census.gov/eos/www/naics/>

NAICS Association (free commercial search engine)  
<http://www.naics.com/search.htm>

Special Note: feedback from technical and/or administrative codes' acquisition planners searching contractor web sites is that many of them are not user friendly when it comes to being able to quickly find the product being searched and its price. These personnel are **extremely** busy. More often than not, they report that they abandon the web site if they cannot get the needed information within a few minutes. They just move on, searching another web site instead. They need fast access to product descriptions, specifications and pricing. It is recommended that you modify your web site if necessary to help your company get the maximum opportunity to be listed as a recommended source. In addition, it is advisable to list "marginal" NAICS codes just in case your product and services fall into a "gray area." However, even though your company may have as many NAICS codes as it desires, please do not abuse this privilege. Please only post NAICS codes to your CCR web page that are relevant to your actual products/services.

Try searching the NAICS code web site by listing each of your products and services one at a time to see what codes come up, and try using all of the possible **variations** on the names of your products and services to see if that yields other codes, and even try **portions** of the names of your products and services. Finally, **look up your competitors** on the CCR that sell many of the same things you do, and find out what NAICS codes they are listing. You could very easily pick up some applicable NAICS codes that you overlooked for your company.

*To make suggestions or corrections to this handout, contact Tom Winans, Deputy for Small Business, Combined Port Hueneme Division/Corona Division, NSWC Small Business Office at (805) 228-0372*

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